

REQUEST FOR PROPOSALS  
FOR  
**UTILITY BILL PRINTING, INSERTION, MAILING and  
ONLINE PRESENTMENT AND PAYMENT PROCESSING**  
FOR  
THE CITY OF CASPER  
CASPER, WYOMING  
**(Issued on September 1, 2015)**

**VENDOR REMINDER LIST:**

- A. REQUESTED DOCUMENTATION INCLUDED.**
- B. ORIGINAL AND FOUR (4) COPIES INCLUDED.**
- C. ALL BLANKS COMPLETED ON THIS PROPOSAL FORM.**

REQUEST FOR PROPOSALS  
FOR

**UTILITY BILL PRINTING, INSERTION, MAILING and  
e-BILL PRESENTMENT AND PAYMENT PROCESSING**

FOR

THE CITY OF CASPER  
CASPER, WYOMING

**(Issued on September 1, 2015)**

The City of Casper, Wyoming, (City), is seeking proposals from those organizations, (Vendors), for Utility Bill Printing, Insertion, Mailing and Online Bill Presentment and Payment Processing Services, which will extend through a 5 year period. The specific nature of the scope of work for the project is outlined in the following Request for Proposals (RFP). Such proposals shall be submitted to the Administrative Services Department, 200 North David Street, Casper, Wyoming, 82601, by 4:00 p.m. on October 1, 2015. Proposals will be labeled externally with the following statement: "BILL PRINTING, INSERTION AND MAILING PROPOSAL ENCLOSED."

**I. Introduction and History**

The City outsources the utility bill and delinquent notice printing, as well as electronic bill presentment and online payment processing. The billing volume per month is approximately 22,000 and is billed in four cycles of about 5,500 bills per week. The delinquent notice volume per month is approximately 2,400. The delinquent notices are mailed in four cycles of about 600 notices per week. The City is currently contracted with a bill processing vendor which is partnered with an electronic bill presentment and online payment processing company. The utility bill data file, in pdf and csv format, is forwarded to this online company by the outsourced bill printing vendor following each billing cycle.

**II. Scope of Services**

1. The Vendor will include in its proposal an introductory statement with a narrative of its business model, its areas of expertise, an overview of past projects, a description of its legal status (corporation, LLC, etc.), the location of its headquarters, and any other general information deemed relevant.
2. The proposal will outline the Vendor's goals for this project. This overview should include specific comparisons to existing customers that closely

resemble the City of Casper. Other municipal customers will be identified by their name and city. Comparisons should discuss aspects of the other past customers with which Casper would be similar, and where they would be most different.

3. The proposal will include a list of the specific key personnel who would be involved in the project, along with their qualifications, work history, past projects, and the part they would play in the project at hand.
4. The proposal will include a minimum of three professional references for both the Vendor and for the project manager responsible for the City of Casper account.

### **III. Addenda to the Request for Proposals**

In the event that it becomes necessary to revise any part of this RFP, addenda will be provided to all Vendors, either invited or known to be interested in, to respond.

### **IV. Submission of Proposals**

To be considered, the proposal must respond to all requirements in the RFP. Any other information believed to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are provided, the document and page number shall be referenced.

Proposals must be sealed and submitted to the Administrative Services Department, Attn: Connie Arnold, 200 North David, Casper, Wyoming 82601, by 4:00 p.m. on October 1, 2015. No additional proposals will be received thereafter. The proposals will be delivered in an envelope or package that has been labeled with the following statement "BILL PRINTING, INSERTION, and MAILING PROPOSAL ENCLOSED." Four (4) copies of each proposal must be submitted. The proposal will remain valid for at least sixty (60) days.

Vendors are advised that proposals should be as responsive as possible to the provision of this RFP. However, Vendors may make exceptions to or propose alternative methods to these provisions without their proposal being disqualified. The impact of exceptions and/or alternatives will be considered during the evaluation phase of the award process.

The City reserves the right to reject any or all proposals. The City reserves the right to request more information for clarification or due to omission of information. Finalists may be asked to make an oral presentation as part of the evaluation process.

The proposal shall be divided into sections as indicated below:

1. Statement of Project Requirements: The proposal shall include a signed statement that the Vendor has obtained a thorough understanding of the services sought and of the current services being received, as presented in the RFP, and that its proposal will replace or improve upon these services.
2. Scope of Work: The proposal shall describe in narrative form the Vendor's technical plan for accomplishing the work. Please use the Scope of Services tasks provided in this RFP as the point of departure. Additions to or modifications of the task descriptions are permissible, but reasons for changes shall be fully allocated to each task.
3. Special Qualifications: The proposal shall identify any specific qualifications which might make the Vendor uniquely qualified to provide the requested services. These may include similar work experience related to another customer of similar size or a project of similar design.
4. Cost of Service: The Vendor will include a concise breakdown of pricing per each segment of requested service as described within the Scope of Services Tasks section of this request for proposal.
5. Conflicts of Interest: The proposal shall specifically address any possible conflicts of interest and the Vendor's position or response as to whether or not such other work or relationship may be deemed a conflict of interest with this project.
6. Professional and Financial References: The proposal will include a list of professional and financial references. The list of references should include individuals within organizations who have worked with the Vendor on similar past projects. The list should also include individuals/organizations that are familiar with the Vendor's current financial and operational capacity. Please refer to reference specifications on page 12.

## **V. Late Proposals**

Late proposals will not be accepted. It is the responsibility of the Vendor to ensure that the proposal arrives prior to 4:00 p.m. on October 1, 2015.

## **VI. Evaluation and Selection Process**

Proposals will be reviewed in a multi-step process.

Step 1: Proposals will be reviewed for completion and clarity by an Operations and Technical Committee composed of management

and staff responsible for utility billing and Information Technology staff. Supplemental and clarifying information may be requested from the Vendor(s) at this time.

Step 2: The Operations and Technical Committee will make a formal recommendation to the Administrative Services Director. The Vendor(s) may be asked to make formal or informal presentations at that time.

Step 3: Contract Negotiations will be entered into as necessary.

Step 4: The Administrative Services Director will make a formal recommendation to the City Manager and refer the matter to the full City Council for final action.

## **VII. General Criteria for Evaluating Proposals.**

Vendor responses to Scope of Service tasks, beginning on page 6, will be used to measure vendor strengths and weaknesses to meeting criteria of RFP.

Cost of Service: The pricing of services requested will be decidedly measured as the proposal is evaluated.

Understanding the Service: This refers to the Vendor's understanding of the City's needs, as detailed in this RFP, and the nature and scope of the work involved. If the vendor has additional services or capabilities beyond those needs highlighted in this RFP, please note those that would be additional service charges.

Responsiveness: This refers to how well the proposal meets the needs of the City in terms of adding to the productivity of the City's billing and collection function, and increasing the City's profile as an efficient entity delivering next-generation solutions to customers by offering 24/7 access to view bills, make payments and confirm payment receipt.

Experience: The experience of the proposed Vendor should be documented, including experience in projects similar to the project proposed by the City.

Expertise: Specific expertise is desirable in a variety of areas including the following: bill printing, sorting, insertion, mailing, data services, online bill presentment and payment processing and other relevant areas.

## **VIII. Contract Award**

The City reserves the right to accept, reject, or request changes in proposals. The City will work closely with the selected Vendor to develop or refine a detailed scope of work, schedule for completion of tasks and costs associated with completed work included in the contract documents. The City is not liable for any costs incurred by the Vendor prior to contract issuance.

## **IX. Meetings**

The Vendor shall meet with members of the City staff as needed.

## **X. Contract**

The Vendor will be required to sign a contract with the City relating to the work to be performed.

## **XI. Response Material Ownership**

The material submitted in response to the RFP becomes the property of the City of Casper and the City will retain all copies. Responses may be reviewed by any person after the final selection has been made. The City of Casper has the right to use any or all ideas presented in reply to this request. Disqualification of a Vendor does not eliminate this right.

## **XII. Acceptance of Proposal Content**

The contents of the proposal of the successful Vendor may become contractual obligations if the City wishes to execute a contract based on the submitted proposal. Failure of the successful Vendor to accept these obligations in a contract may result in cancellation of the award and such Vendor may be removed from future solicitations.

## **XIII. Reference Checks**

The City reserves the right to contact any reference listed in the documents for information which may be helpful to the City in evaluating the contractor's performance on previous assignments.

#### **XIV Scope of Services Tasks: Specifications –**

Within your proposal, please use the breakdown of the service specifications found on pages 6-11 to *notate* your ability to meet or exceed the following task measures:

##### **i. Paper Bill and Notice Printing and Mailing:**

- \_\_\_\_\_ Vendor must be capable of providing all services requested. Subcontracting of any portions of the project, including presorting, artwork, programming, etc., is preferred to be minimal and must be disclosed in response.
- \_\_\_\_\_ Vendor must have a back-up plan for disaster recovery and business continuity. A detailed explanation with operation specifics for processing bills, should the main vendor facility become inoperable, is required.
- \_\_\_\_\_ Bills must be laser printed utilizing at least a two [2] color process in order to color highlight key data and information as specified by the City (See Optional Additional Services/Capabilities on pg. 11)
- \_\_\_\_\_ Vendor will be responsible for procuring and warehousing forms and envelopes until needed or used. Any costs or fees must be clearly stated in the vendor's response
- \_\_\_\_\_ Vendor will allow the City to send a representative to view production facility before selection of final vendor and/or during production of statements. This includes a test run of a full file of bills with a City employee at the Vendor's production site
- \_\_\_\_\_ Vendor will have capability to allow City to view a searchable pdf of each identical record before and after mailing
- \_\_\_\_\_ Vendor will have ability to handle a high volume production on a daily basis
- \_\_\_\_\_ Utility bill job functions must be handled start to finish on the same premise; this includes in-house presorting. This location will provide security and supervision, including a well-defined quality control assurance program.
- \_\_\_\_\_ Invoice City with a minimum of the following detail:
  - \_\_\_\_\_ Invoices rendered monthly
  - \_\_\_\_\_ Provide a detailed spreadsheet of postage usage for each level of postage used
  - \_\_\_\_\_ Identify details of specially handled bills

## Scope of Services Tasks: Specifications, cont. –

### ii. Electronic Bill Presentment and Payment:

- \_\_\_\_ Vendor must provide a fully integrated service for e-bills and payments – Website will be user-friendly, with enhanced features to increase customer satisfaction by empowering them with tools that will drive them to make their payments on-time and in-full.
- \_\_\_\_ Vendor shall provide same day bill viewing functionality through a secure website. Bills displayed online shall be an exact duplicate of the bill mailed via USPS or Email.
- \_\_\_\_ Vendor website will have an enrollment option available with the online customer to choose between a paper bill and an electronic bill via email. The email will contain a link to the website and instruction for customer login for viewing the bill, as well as, making a payment.
- \_\_\_\_ Vendor will provide access to a searchable database of bills accessible by authorized staff, as determined by the City, at no charge
- \_\_\_\_ Vendor will archive bills online for 24 months for customers to view
- \_\_\_\_ Phone payments and inquiries made using an IVR system must be validated by the utility customer using their account number and name. Inquiries that are not validated (i.e. linked to a specific City account) shall have no charge from the Vendor.

### Paper Utility Bills, Notices and Envelopes; Specification Breakdown:

#### Utility Bills

- \_\_\_\_ **Quantity –** 22,000 each/month
- \_\_\_\_ **Description:** 8.5" x 11"  
20 lb. white paper/perforated
- \_\_\_\_ Frequency
- \_\_\_\_ Artwork
- \_\_\_\_ Halftones - One per insert (optional)
- \_\_\_\_ Fold - Tri-fold (letter fold)
- \_\_\_\_ Pricing - per unit



## Utility Notices

- \_\_\_ **Quantity –** 2,400 each/month
- \_\_\_ **Description:** 8.5" x 11"  
20 lb. white paper
- \_\_\_ Frequency
- \_\_\_ Fold – Tri-fold (letter fold)
- \_\_\_ Pricing – per unit

## Printing

- \_\_\_ Vendor will be able to print same or better level of detail as current bill, as referenced in Attachment I
- \_\_\_ Vendor will be able to print same or better level of detail as current notice, as referenced in Attachment II
- \_\_\_ Vendor must have capability to MICR/OCR laser print, as required for lockbox payment processing
- \_\_\_ Vendor will have multiple page and selective inseting capabilities
- \_\_\_ Vendor must be able to household merge multiple bills into the same envelope
- \_\_\_ Vendor will have ability to guarantee same day printing if file is delivered to Vendor by a certain time (please specify deadline)
- \_\_\_ Vendor must be able to laser image onto cut sheet paper
- \_\_\_ The Vendor's imaging resolution used in printing is 600 DPI or better

## Mailing

- \_\_\_ Weekly (once per week) runs of approximately 5,500 pieces, per run for bills
- \_\_\_ Weekly (once per week) runs of approximately 600 pieces, per run for notices
- \_\_\_ Vendor must have capability to certify mail piece to obtain the lowest possible discount using the Coding Accuracy Support System (CASS) certification from the USPS. The certification provides documentation that addresses are updated with address, city, state, 5 digit ZIP Code, ZIP+4, carrier route, and creation of the delivery point barcode.

- \_\_\_ Vendor must have NCOALINK USPS capabilities
- \_\_\_ Presort to conform to latest USPS notification. Program Measuring Presort Accuracy (PAVE) certified postal presort software is used to presort mailings. PAVE is a USPS® certification process for presort software. Must be able to sort to the Carrier route level
- \_\_\_ Outgoing mail shall include Zip+6 bar coding
- \_\_\_ Vendor must be capable of implementing the use of 'Send and Return' envelopes, if requested.
- \_\_\_ Certified employee(s) that have passed the Mail Piece Quality Control Specialist Training program with the USPS- include copy of certificate.
- \_\_\_ Vendor must confirm route transit time for metered mail. Notate credible length of transit time from origin to destination.

#### **Payment Requirements:**

- \_\_\_ Describe the normal payment arrangement between your company and its customers
- \_\_\_ Is it possible for your company to bill the City monthly for services rendered, to comply to the Wyoming State Statute (16-6-602)?

#### **Confidentiality of Data:**

- \_\_\_ Describe the security measures and business practices your company uses to protect the confidentiality and security of our customer's data.
- \_\_\_ Vendor will not provide any City customers' information to a third party or nor be used by the Vendor for any purpose including marketing. The Vendor will sign a confidentiality provision stating that any information contained in the City's billing information cannot be shared or used in any way, by the vendor.

#### **Technology/Hardware:**

- \_\_\_ Vendor must have ability to accept data transmission anytime during 24 hours; It is preferred that, within 2 days of receipt, this data be utilized to prepare bills for mailing, including printing, folding, inserting, and mail preparation

- \_\_\_ Vendor must have capability to manipulate the data, from flat file/access file to bill printing format, if requested by the City
- \_\_\_ Vendor will provide a secure online bulletin board or other area to contact the company
- \_\_\_ Vendor will have the ability to archive file data for use at a later time
- \_\_\_ Vendor will have multiple page and selective inserting capabilities:
- \_\_\_ Vendor must be able to merge multiple bills with same mailing address, into the same envelope

### **Art Work:**

- \_\_\_ Vendor must have the ability to custom design bills, graphs, etc... All art work shall become property of the City.

### **Materials Requirements: (See pgs. 13 - 14 for pricing sheet)**

#### **Bill**

- \_\_\_ 8.5x 11 inch, 20 lb. white paper
- \_\_\_ An 8.5 X 11 inch single part perforated form, that tri-folds to fit into #10 window envelopes;
- \_\_\_ 2/0 PMS, horizontal perforation (tri-fold) to fit #10 window envelope
- \_\_\_ Bill shall require for industry standard "Bar Code 3 of 9" bar coding of account numbers

#### **Notice**

- \_\_\_ 8.5 x 11 inch, 20 lb. white paper

#### **Envelope**

- \_\_\_ Standard #10 double window envelope
- \_\_\_ Standard BRE #9 window envelope - Return envelope shall not include return postage
- \_\_\_ Envelopes shall be provided and printed by the vendor

### **Optional Additional Services/Capabilities**

- \_\_\_ Ability to archive bills – would include CD Rom/USB archiving and/or electronic pre-viewing of bills and storage; business continuity feature
- \_\_\_ Ability to do customer programming for bills and notices, as needed
- \_\_\_ City requires two colors in printing of bills and notices; if your company has different pricing for three colors or full color printing, please provide quotes.
- \_\_\_ Additional inserts. Please give all relevant costs related to additional informational inserts beyond the one page bill.
- \_\_\_ If Vendor can supply City customer with 'Send and Return' Envelopes, provide the cost using these envelopes as compared to current use of two envelopes (#9 and #10 windowed envelopes). Consider volume of bills and notices.

Vendor shall answer the following questions by circling the appropriate response or completing the blank provided:

#### **Company Profile:**

**IS YOUR FIRM?** (Please circle one)

- |    |                     |     |    |
|----|---------------------|-----|----|
| A. | SOLE PROPRIETORSHIP | YES | NO |
| B. | PARTNERSHIP         | YES | NO |
| C  | CORPORATION         | YES | NO |

LIST LEGAL NAMES of COMPANY:

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**Total Number of Employees**\_\_\_\_\_

References: List **at least three** (3) municipalities of same general size and billing numbers and frequency where the **same/like products/services** producing bills, as stated **herein**, have been **provided**.

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**MUNICIPALITY NAME**

---

Contact Person

---

Title

---

Address

---

P.O. Box

---

City

---

State Zip

---

Phone Number

---

Fax Number

---

**MUNICIPALITY NAME**

---

Contact Person

---

Title

---

Address

---

P.O. Box

---

City

---

State Zip

---

Phone Number

---

Fax Number

---

**MUNICIPALITY NAME**

---

Contact Person

---

Title

---

Address

---

P.O. Box

---

City

---

State Zip

---

Phone Number

---

Fax Number

**UTILITY BILL PRINTING, INSERTION, MAILING and  
ONLINE PRESENTMENT AND PAYMENT PROCESSING**

**SCHEDULE OF ESTIMATED MONTHLY CHARGES**

Variation from the aforementioned specifications may be acceptable provided such differences are noted on the proposal and are deemed to be advantageous to the City.

Submit pricing on the basis of a monthly volume of 22,000 bills and 2,400 delinquent notices, all being sent out in four cycles per month, respectively, and for fully integrated service for e-bill presentment and payments.

- Bill mailing would include a bill (perforated), for remittance stub, on 20 lb. paper, two color printed on one side (one of the colors being black) with a #10 double window mailing envelope and #9 single window return envelope included.
- Delinquent notice mailing would include a notice on 20 lb. paper, two color printed on one side (one of the colors being black) with a #10 double window mailing envelope.
- Price will also include laser printing, imaging, processing, CASS/PAVE Certification, folding, logic inserting, bar-coding, metering and delivery to USPS.
- Fully integrated service for e-bill presentment and payment.

<u>SERVICE/PRODUCT</u>	<u>VOLUME</u>	<u>UNIT PRICE</u>	<u>MONTHLY PRICE</u>
Monthly Bill volume (4 cycles per month) Unit cost should include all material and services needed for 1 page bill	22,000	_____	_____
Monthly Notice volume (4 cycles per month) Unit cost should include all material and services needed for 1 page notice	2,400	_____	_____
e- Bill and Payment website Unit cost should include all services required to provide features listed in RFP		_____	_____

<u>SERVICE/PRODUCT</u>	<u>UNIT PRICE</u>	<u>MONTHLY PRICE</u>
<b>Add-On / Option Pricing</b>		
One-time programming/setup charge	_____	_____
Additional Impressions per page/impression	_____	_____
Search & View Service per record	_____	_____
Programming Changes per hour	_____	_____
<b>Optional Additional Inserts</b>		
Client Supplied Insert(s) each	_____	_____
Print 8.5 x 11 inch, fold & insert each Single sided	_____	_____
Folding/Inserting multiple bills (Multiples for same address/customer)	_____	_____